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Voluntary Public

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Breaking Bread with Israelis

Report Categories:

Market Promotion

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Report Highlights:

FAS Tel Aviv and the U.S. Embassy's Public Diplomacy Section held on May 3rd a cooking demonstration at Israel's largest non-kosher food retailer. This promotional event at Tiv Ta'am's flagship store counted with American celebrity chef Arthur "Art" Smith. The event highlighted the high-quality and versatility of U.S.-origin food and agricultural products. Using U.S. food ingredients to address Israeli consumers' growing demand for healthier foods, Chef Art Smith prepared wholesome, modern American dishes. Exports of U.S. food and agricultural products to Israel exceeded \$653 million in CY 2012. Of these, \$236 million were in consumer-oriented products such as fresh fruits (including apples), wine, tree nuts, breakfast cereals, and dairy products.

General Information:

The U.S. Department of State invited American celebrity chef and cook book author Arthur "Art" Smith to participate as a "culinary ambassador" in its Diplomatic Culinary Partnership. This program utilizes culinary engagement to enhance U.S. formal and public diplomacy efforts with key diplomatic and trade partners such as Israel.

Chef Art Smith's professional experience includes having been Winfrey's personal chef for over (1997-2007), as well as more cooking for post-modern pop-diva artist Lady Gaga. Previously he worked for past Florida Governors Graham (Democrat) and Jeb (Republican), as well as served "healthy comfort" sweet glazed for President Barack Obama. A Florida native, Chef Smith's is Southern cuisine.

During his culinary sojourn in Chef Smith's U.S. Embassy Tel sponsored activities included:

1. Participation in a cooking demonstration with Chefs for Peace; a mixed group of 30 Jewish, Moslem, and Christian chefs that are cooking up their own proposal for Middle East peace by fusing the foods of three religions into a singular dynamic cuisine.
2. Cooking for Holocaust survivors.
3. Holding a cooking workshop for youths at risk.
4. Meeting with Bedouin women in the Negev (Southern Israel) and visiting their food manufacturing operation, one that feeds a growing number of local area children.
5. Holding a promotional event at Tiv Ta'am's flagship store. The event stressed the high-quality and versatility of U.S.-origin food and agricultural products.



Oprah
10 years
recently
recording
also
Bob
Bush
up his
salmon
Jasper,
expertise

Israel,
Aviv



FAS Tel Aviv worked its Israeli importer contacts to

source U.S. food and ingredient contributions that made the May 3, 2013, Tiv Ta'am cooking demonstration a resounding success.

Media coverage was extensive with several press articles highlighting the event.

Chef Art Smith utilized wholesome U.S. food ingredients (i.e., Washington State fresh apples, granola, Ocean dried cranberries, walnuts, pistachios, and American sour

to address Israeli consumers' demand for healthier foods, preparing two healthy American comfort-style dishes. Post also organized the event's logistics, supplied promotional material and decorations, as well as liaised with Israeli importer of quality American wines for in store sampling at the cooking demonstration.



Pink Lady
Spray
California
raisins,
cream)



With \$340 million in sales and 34 stores, Tiv Ta'am is Israel's largest non-kosher food retailer. Almost four percent of Tiv Ta'am's SKUs are U.S.-origin high-value consumer-oriented food products. Exports of U.S. food and agricultural products to Israel exceeded \$653 million in CY 2012. Of these, \$236 million were in consumer-oriented food products such as fresh fruits (including apples), wine, tree nuts, breakfast cereals, and dairy products.